

AUG 24 2006

**In the United States Patent and Trademark Office**

Serial Number: 09/575,123  
Application Filed: May 23, 2000  
Applicant: Kia Silverbrook and Paul Lapstun  
Application Title: METHOD AND SYSTEM FOR DELIVERY OF A NEWSPAPER OR  
MAGAZINE  
Examiner/GAU: Laurie Anne RIES 2176  
Dated August 24, 2006  
At: Balmain, NSW  
Docket No. NPA006US

**REPLY**

Commissioner for Patents  
Washington, District of Columbia 20231

Dear Sir:

The Applicant thanks the Examiner for the Final Office Action dated August 4, 2006.

**Claim Rejections – 35 USC § 103**

Referring to the Examiner's *Response to Arguments* at page 9 of the Office Action, it appears that the Examiner has responded to only one of the arguments made in the Applicant's reply dated May 22, 2006.

The Examiner has not made any response to the Applicant's fundamental point that Dougherty fails to disclose coded tags with "each tag being indicative of a page identity and of its own location on the page". The Applicant maintains that there is nothing in Dougherty, and particularly nothing at column 5, lines 44-49 & 65-67 to which the Examiner refers, disclosing this feature of claim 1.

As previously noted, Dougherty merely states, at column 5, lines 46-49, that:

*The content encoded within the document ID hotspot 33 will, however, be special in that it provides an indication of the identity of the particular encoded physical medium 30.*

Dougherty teaches that the hotspots 33 indicate the identity of a page. However, Dougherty does not teach anywhere that each hotspot 33 should indicate its own location on the page, as required by claim 1 of the present application.

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Of course, each of Dougherty's hotspots 33 must be located *somewhere* on a page (in the sense that anything printed on a page must be located somewhere). The difference is that there is no data encoded into Dougherty's hotspots, which indicates the location of that hotspot on the page.

This difference is crucial to how Dougherty's system and the Applicant's netpage system function. The present invention delivers interactive pages, which allow a pen to determine its position on a page by reading a tag having location-indicating data encoded therein. By contrast, Dougherty's system delivers interactive pages having hotspots, which do not allow a pen to determine its position on a page. Dougherty's pages would only allow a pen to determine the identity of the page, as taught by column 5, lines 46-49 of Dougherty.

This fundamental difference between Dougherty and the present invention has not been addressed in the recent Office Action.

Turning now to the Examiner's arguments on page 9 of the recent Office Action, the Applicant accepts that Dougherty's wand sensor is used to point at a region of page. Again, if the wand sensor points *somewhere*, it must be pointing at a region of some description. However, Dougherty's region does not contain a tag containing coded data indicative of its own position; Dougherty's region only contains a hotspot 33, which fails to identify its own position.

In addition, the Examiner has not addressed the Applicant's argument that Dougherty fails to generate first dot data for the coded data (as defined in claim 1) using the page identity. While Dougherty generates dot data for each hotspot using the page identity, the resulting hotspot generated by Dougherty is not indicative of its own location on a page. In the present invention, the page identity is used to generate a tag indicative of a page identity *and* its own location on a page. In Dougherty, the page identity is used to generate a hotspot, which is indicative *only* of a page identity, not its own location on a page.

In summary, it is submitted that Dougherty's page generation and printing process, as described in Figure 3 and column 9, lines 10-26, simply mirrors a standard process, which could equally be used for printing barcodes onto a page. Identity data for each hotspot is generated, a zone of each page is designated for that data, the data is inserted into that zone and finally the page is printed. The process does not generate location data for each hotspot and, crucially, does not associate a page identity with a description of an interactive element, which includes a description of a zone of that interactive element.

Dougherty's system is not configured for generating interactive pages, which can be used in a system requiring a pen determining its own position on a page by reading data tags. Dougherty's system is more akin to a standard barcode system. As was admitted in the most recent Office Action, Dymetman does not teach the skilled person how he can generate and print interactive pages having identity- and location-indicating tags on demand (*i.e.* at the click of a button). Dougherty does not provide the skilled person with any solutions to this problem, because Dougherty's system functions in an entirely different way.

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The Examiner is requested to consider fully the Applicant's arguments in this response and the response dated May 22, 2006. It is submitted that references in Dougherty to interacting with "regions" of a page are irrelevant when considering whether Dougherty discloses pages containing "a coded tag indicative of its own location on a page" and a method of delivering such pages to a user. Dougherty's hotspots, despite being positioned somewhere in (or in a region of) a page, do not read onto the Applicant's coded tags as defined in claim 1.

It is submitted that all the Examiner's objections have been traversed. Reconsideration and allowance of this application is respectfully solicited.

Very respectfully,

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